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ADVERTISING AND MEDIA RESEARCH

A Quasi-Experiment Assessing the Effectiveness of TV Advertising Directed to Children, MARVIN E. GOLDBERG, November, 445-454.

A Quebec law eliminating advertising to children on Quebec TV stations left American border TV stations as the only source of TV commercials for toys and children's cereals. As a result, English-speaking children in Montreal who watch more children's TV on American stations were exposed to more advertising than French-speaking children who watch more children's TV on French-language Quebec stations. This situation facilitated the structuring of a quasi-experimental design comparing the two groups of children. As expected, English-speaking children were able to recognize significantly more toys available in the marketplace and reported having more children's cereals in their homes than did French-speaking children. Correlational analysis within each language group helped confirm the role of exposure to American TV (and hence the Quebec law) as the probable cause of the observed differences.

Ease of Message Processing as a Moderator of Repetition Effects in Advertising, PUNAM ANAND and BRIAN STERNTHAL, August, 345–353.

The study suggests that the effect of repeated advertising exposures on brand evalutions is moderated by the ease with which the advertising message is processed. Increasing exposures enhanced the effectiveness of a difficult appeal, increased then decreased the effectiveness of a moderately difficult appeal, and decreased then increased the effectiveness of an easy appeal. These outcomes support the premise that message effectiveness can by affected by the time available for message processing and the time required for that task.

Humor in Advertising: The Moderating Role of Prior Brand Evaluation, AMITAVA CHATTOPADHYAY and KUNAL BASU, November, 466-476.

A consumer's prior evaluation of an advertised brand is hypothesized to moderate the effectiveness of humor in advertising. Further, cognitive responses are hypothesized as mediators of the impact of humorous ads on brand attitude. The results support the hypothesized moderator role of prior brand evaluation: when prior evaluation of the advertised brand is positive, a humorous ad is more effective than its nonhumorous counterpart in changing consumer attitudes and choice behavior. When consumers have a negative prior attitude, the opposite is true: a humorous ad is less effective in changing consumer attitudes and choice behavior than its nonhumorous counterpart. The results also support the conceptualization of cognitive responses as mediators of the impact of humorous advertisements on brand attitude.

On the Formation and Relationship of Ad and Brand Attitudes: An Experimental and Causal Analysis, PAUL W. MINIARD, SUNIL BHATLA, and RANDALL L. ROSE, August, 290–303.

See "Attitude Theory Research"

The Influence of Nonattended Material on the Processing of Advertising Claims, CHRIS JANISZEWSKI, August, 263–278.

Hemispheric processing theory suggests that adding information to support verbal claims in an advertisement may influence the subconscious processing of the claims. Experiment 1 shows nonattended pictorial and verbal advertisements can compete for subconscious resources needed to process an attended verbal message and thus influence the comprehension and memory of the message. Experiment 2 shows similar patterns of interference result when brand claims are accompanied by a product illustration or verbal headline. In each experiment, interference is shown to be a function of the form of the material accompanying the verbal message and its placement in relation to the message. Implications for the design and layout of marketing communications are discussed.

The Mediating Role of Attitude Toward the Ad: Some Additional Evidence, PAMELA M. HOMER, February, 78–86.

MacKenzie, Lutz, and Belch have enhanced our understanding of the mediating role of attitude toward the ad (A_{Ad}). The current study replicates and extends the structural equation tests of the four competing models they presented. Two independent datasets are

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used to examine the role of processing involvment. Consistent with the earlier findings, the dual mediation hypothesis model provides the "best" fit of the data in both experiments. However, the hypothesized causal path between brand cognitions and brand attitudes that emerges for each of the datasets conflicts with the earlier findings. Contrary to expectations, processing involvment does not produce substantial differences in the specification or strength of the causal paths.

The Relative Roles of Brand Beliefs and Attitude Toward the Ad as Mediators of Brand Attitude: A Second Look, BANWARI MITTAL, May, 209–219.

A modal finding in prior research has been that attitude toward the advertisement (A_{Ad}) outperforms brand beliefs in explaining brand attitudes. The author shows that when beliefs are covered more comprehensively (so that image attributes are included in addition to the usual utilitarian attributes), the role of beliefs as predictors is enhanced. Consequently, the nonredundant contribution of attitude toward the ad is reduced. New issues are raised about the interrelationships among brand beliefs, A_{Ad}, and brand attitude, and directions for future research to address these issues are suggested.

ATTITUDE THEORY RESEARCH

On the Formation and Relationship of Ad and Brand Attitudes: An Experimental and Causal Analysis, PAUL W. MINIARD, SUNIL BHATLA, and RANDALL L. ROSE, August, 290–303.

The unique influence of attitude toward the ad on brand attitude often has been viewed as simply reflecting the impact of peripheral persuasion. The authors' research challenges such a conception. Ad attitude is shown to have a significant influence on brand attitude even in the absence of peripheral persuasion. The feasibility and usefulness of decomposing ad attitude into evalutions of particular ad elements also are explored.

The Mediating Role of Attitude Toward the Ad: Some Additional Evidence, PAMELA M. HOMER, February, 78–86.
See "Advertising and Media Research"

The Relative Roles of Brand Beliefs and Attitude Toward the Ad as Mediators of Brand Attitude: A Second Look, BANWARI MITTAL, May, 209–219.
See "Advertising and Media Research"

BRAND CHOICE

A Price Expectations Model of Customer Brand Choice, MANOHAR U. KALWANI, CHI KIN YIM, HEIKKI J. RINNE, and YOSHI SUGITA, August, 251–262.

The authors develop, calibrate, and test a disaggregate model of customer brand choice with customers' price expectations as the mediating construct. They use a two-stage modeling procedure. The first stage is the determination of how expected prices are formed. In the second stage, brand choice is assumed to depend on the brand's retail price and whether or not that price compares favorably with the brand's expected price. The authors also test the hypothesis of symmetry in customer response to positive deviations ("losses") and negative deviations ("gains") of the retail price from the expected price. Analysis of scanner-panel data in the coffee market reveals that the brand choice model in which customers are assumed to respond to retail prices by comparing them with the corresponding expected prices provides a significantly better fit than a traditional brand choice model. Consistent with prospect theory, customers are found to react more strongly to price losses than to price gains. Results from the calibration of the expected price model indicate that expected price is not only dependent on past prices, but is also affected by the frequency with which a brand is promoted, economic conditions, customer characteristics, and the type of store shopped.

Brand Introduction Strategies and Competitive Environments, HUBERT GATIGNON, BARTON WEITZ, and PRADEEP BANSAL, November, 390–401.
See "Strategy and Planning"

Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase-Loyal Consumers, BARBARA E. KAHN and THERESE A. LOUIE, August, 279–289.
See "Buyer Behavior"

Estimation of Latent Class Models With Heterogeneous Choice Probabilities: An Application to Market Structuring, DIPAK JAIN, FRANK M. BASS, and YU-MIN CHEN, February, 94–101
See "Segmentation Research"

Event History Analysis Measures of Brand Loyalty, RICHARD E. DuWORS, JR. and GEORGE H. HAINES, JR., November, 485–493.

An operational measure of brand loyalty that is not market share dependent is presented. Estimation of brand loyalty for diary data and scanner data shows that brand loyalty is time dependent. The authors discuss these results and introduce event history analysis and its applications in marketing research.

Robust Measures of Consumer Brand Beliefs, NEIL R. BARNARD and ANDREW S. C. EHRENBERG, November, 477–484.

Three measures of consumers' beliefs about different attributes of competitive brands of packaged goods—free choice, scaling, and ranking—are found to place the brands in the same relative positions on each attribute dimension. In addition, gradients by the recency or frequency of claimed brand usage that have been observed previously in free-choice belief data now are found also in the scaling and ranking data.

BUYER BEHAVIOR

A Quasi-Experiment Assessing the Effectiveness of TV Advertising Directed to Children, MARVIN E. GOLDBERG, November, 445–454.
See "Advertising and Media Research"

An Elimination by Aspects Model of Consumer Response to Promotion Calibrated on UPC Scanner Data, PETER S. FADER and LEIGH McALISTER, August, 322–332.
See "Econometric Models"

Cognitive and Age-Related Differences in the Ability to Use Nutritional Information in a Complex Environment, CATHERINE A. COLE and GARY J. GAETH, May, 175–184.
See "Information Processing"

Determination of Adopter Categories by Using Innovation Diffusion Models, VIJAY MAHAJAN, EITAN MULLER, and RAJENDRA K. SRIVASTAVA, February, 37–50.
See "Diffusion Research"

Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase-Loyal Consumers, BARBARA E. KAHN and THERESE A. LOUIE, August, 279–289.

In the context of three laboratory experiments ranging from a computer simulation of purchases to actual product use by subjects, the authors investigate how in-store price promotions affect market share after the promotions have been retracted. They find that the effects of promotions are contingent on both the choice patterns of

subjects—whether or not subjects switch among brands—and the ubiquity of promotions in a product category. If only one brand is being promoted and subjects are generally loyal to the last brand purchased, brand choice probability declines from prepromotion levels once the promotion is withdrawn. However, if subjects tend to switch among brands in the absence of promotions, or if several brands are being promoted, this decline is mitigated and/or does not occur.

Estimating Purchase Regularity With Two Interpurchase Times, RITA D. WHEAT and DONALD G. MORRISON, February, 87–93.

Determining how regularly purchases occur is an elemental step in modeling and interpreting several aspects of purchase behavior. Methods that calculate regularity at the individual level lack power when the number of observations is small and are confounded by nonstationary behavior when the number of observations is large. The authors present a summary statistic to calculate purchase regularity across consumers, using at a minimum only two interpurchase times per customer.

Humor in Advertising: The Moderating Role of Prior Brand Evaluation, AMITAVA CHATTOPADHYAY and KUNAL BASU, November, 466–476.

See "Advertising and Media Research"

Multiple Correspondence Analysis of Multiple Choice Experiment Data, EUGENE KACIAK and JORDAN LOUVIERE, November, 455–465.

See "Regression and Other Statistical Techiniques"

The Effect of Purchase Quantity and Timing on Variety-Seeking Behavior, ITAMAR SIMONSON, May, 150–162.

Two consumer strategies for the purchase of multiple items from a product class are contrasted. In one strategy (simultaneous choices/sequential consumption), the consumer buys several items on one shopping trip and consumes the items over several consumption occasions. In the other strategy (sequential choices/sequential consumption), the consumer buys one item at a time, just before each consumption occasion. The first strategy is posited to yield more variety seeking than the second. The greater variety seeking is attributed to forces operating in the simultaneous choices/sequential consumption strategy, including uncertainty about future preferences and a desire to simplify the decision. Evidence from three studies, two involving real products and choices, is consistent with these conjectures. The implications and limitations of the results are discussed

The Evaluative Consequences of Experiencing Unexpected Favorable Events, DANIEL J. HOWARD and THOMAS E. BARRY, February, 51–60.

The authors examine the effects of a sweepstakes on evalutation of a prize. Participants were entered in a sweepstakes with a high or low probability of winning a prize (a product), which they subsequently won or lost, and then reviewed an ad for the same product that did or did not credibly support claims of product quality. When participants believed they were the winners of a prize they did not expect to win, their evaluations of that prize were based more on their favorable reactions to the sweepstakes *per se* than on a careful appraisal of the available information on the product. These findings seem useful in explaining why sweepstakes operators often are able to convince consumers of the value of a "prize" when its claims of quality lack credibility. Theoretical implications of alternative model predictions and results are discussed.

The Influence of Message Framing and Issue Involvement, DURAIRAJ MAHESWARAN and JOAN MEYERS-LEVY, August, 361–367.

See "Information Processing"

CHANNELS RESEARCH

A Transaction Cost Analysis Model of Channel Integration in International Markets, SAUL KLEIN, GARY L. FRAZIER, and VICTOR J. ROTH, May, 196–208.

The authors develop a transaction cost analysis model designed to explain the channel integration choices of firms in international markets. In a test with data collected from a group of Canadian export firms, the model receives significant support, suggesting that an important contingency when deciding on channel structure in a foreign country is the ability of the market to limit the opportunistic tendencies of outside intermediaries. When the enforcement of contractual arrangements cannot be relied upon in the market, different degrees of forward integration are feasible alternatives. Other empirical results suggest that the firm may prefer use of intermediaries in a foreign market with high environmental diversity in order to cope with its inherent complexity and maintain flexibility. Channel volume, the use of shared channels, and country destination also are shown to affect the nature of integration in channels in international markets.

DIFFUSION RESEARCH

A Meta-Analysis of Applications of Diffusion Models, FAREENA SULTAN, JOHN U. FARLEY, and DONALD LEHMANN, February, 70–77.

A meta-analysis of 213 applications of diffusion models from 15 articles relates model parameters to the nature of the innovation, the country under study, model specification, and estimation procedure. The effect of use of the same data by several researchers is examined, as are weighting schemes for improving efficiency of the meta-analysis. A Bayesian scheme is used to combine results from the meta-analysis with new data for estimation of parameters in a new situation.

Determination of Adopter Categories by Using Innovation Diffusion Models, VIJAY MAHAJAN, EITAN MULLER, and RAJENDRA K. SRIVASTAVA, February, 37–50.

Using the analytical logic underlying the classical adopter categorization approach proposed by Rogers, the authors suggest that adopter categories for a product innovation can also be developed by using other well-established diffusion models such as the Bass model. With data on 11 consumer durable products, they compare adopter categories generated by the classical approach and the Bass diffusion model, respectively. An application examining the diffusion of personal computers is documented to illustrate the usefulness of the adopter categorization based on the Bass diffusion model in studying differences among adopter categories.

ECONOMETRIC MODELS

A Meta-Analysis of Applications of Diffusion Models, FAREENA SULTAN, JOHN U. FARLEY, and DONALD LEHMANN, February, 70–77

See "Diffusion Research"

An Elimination by Aspects Model of Consumer Response to Promotion Calibrated on UPC Scanner Data, PETER S. FADER and LEIGH McALISTER, August, 322–332.

Because consumers are believed to use simplifying heuristics to screen alternatives before choosing one to purchase, the authors formulate and estimate an elimination by aspects model at the individual household level, using UPC scanner data collected from purchases of regular ground coffee. The proposed model fits and predicts the data as well as its compensatory approximation. The parameters of the proposed model are reasonably stable, unbiased, and different in interesting ways from their compensatory counterparts.

Boundary Value Models for the Combination of Forecasts, MARK M. MORIARTY, November, 402–417.
See "Forecasting"

Hypothesis Testing With Scanner Data: The Advantage of Bayesian Methods, GREG M. ALLENBY, November, 379–389.
The author presents a Bayesian method of testing possibly nonnested restrictions in a multivariate linear model and, using store-level scanner data, compares it with classical methods. The Bayesian tests are shown to be either equal or superior to classical tests in terms of objectivity, ease of use, and ease of interpretation. Classical tests lack a natural metric for comparing non-nested models and often employ super models in which the entertained hypotheses are special cases (i.e., nested). Nested classical tests are almost always significant when used with scanner data, making their interpretation problematic. In contrast, large samples cause Bayesian methods to become less dependent on subjective aspects of the prior distribution and therefore more objective.

Robustness and Small-Sample Properties of the Estimators of Probabilistic Multidimensional Scaling (PROSCAL), B. KEMAL BÜYÜKKURT and MERAL DEMIRBAG BÜYÜKKURT, May, 139–149.
See "Scaling Methods"

Share-Ratio Estimation of the Nested Multinomial Logit Model, GORDON G. BECHTEL, May, 232–237.
Recently the nested multinomial logit (NMNL) model has been proposed to remedy the "independence of irrelevant alternatives" (IIA) property of the classical multinomial logit (MNL) model. The author brings the NMNL model under generalized least squares theory, thereby enhancing its estimation with large datasets containing only market shares. In this procedure one uses a pairwise approach by constructing share ratios among choice alternatives and subsets of alternatives in a partitioned choice set. An additional advantage of this method is that it generates a chi square test for IIA in the MNL submodel, which is a special case of the NMNL model.

FORECASTING

Boundary Value Models of the Combination of Forecasts, MARK M. MORIARTY, November, 402–417.
The combination of forecasts model (which is usually expressed as a linear combination of individual forecasting models) has received increasing attention in the literature. The principal advantage of forecast combination models is that they yield lower forecast errors than their individual constituent models under appropiate conditions. Two conditions of particular importance are (1) the relative accuracy of the individual forcasting models and (2) the correlations among the models' disturbance terms. For marketing forecasting, the author demonstrates that a variety of boundary value models for the forecast combination represent reasonable model alternatives to an optimal model when it is difficult to judge the relative accuracy and disturbance term intercorrelations of the individual forecasting models.

INDUSTRIAL MARKETING

Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships, JAN B. HEIDE and GEORGE JOHN, February, 24–36.
Recent trends in industrial markets indicate that buyers and sellers are increasingly supplanting conventional "arm's length" arrangements with "alliances" involving closer ties. The authors develop a theoretical model of industrial buyer-supplier ties that presents joint action as a key aspect of closeness. Whereas conventional ties emphasize a clearly defined division of labor, these newer relationships are distinguished by more tightly integrated roles based on undertaking activities jointly. Drawing primarily on a normative theory of transaction costs, the authors identify the conditions under which these relationships are useful. The utility of the relationships derives from an ability to safeguard relationship-specific investments and to facilitate adaptation to uncertainty. Using data from a sample of industrial firms and their suppliers, the authors test these predictions. The results show good support for the model. Consequences for research and practice in marketing are drawn.

Unbundling of Industrial Systems, LYNN O. WILSON, ALLEN M. WEISS, and GEORGE JOHN, May, 123–138.
The authors examine the bundling options of a firm that sells a multicomponent industrial system. A system is described by individual component attributes and by its "integration" and its "modularity." Customers have heterogeneous preferences. Competing firms offer components that can be mixed and matched with the firm's components if it unbundles. If new systems added by unbundling are more modular or have a superior component, the market may grow. Growth is the key to making the unbundling option attractive.

INFORMATION PROCESSING

Cognitive and Age-Related Differences in the Ability to Use Nutritional Information in a Complex Environment, CATHERINIE A. COLE and GARY J. GAETH, May, 175–184.
Results from three experiments indicate how age, cognitive style, and perceptual aid affect consumers' use of nutritional information. In experiments 1 and 2, age and perceptual aid influence accuracy in a cereal choice task. In experiment 3, perceptual aid interacts with cognitive style, influencing accuracy and decision time. The authors discuss implications for aging theory, consumer education, and public policy.

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The Evaluative Consequences of Experiencing Unexpected Favorable Events, DANIEL J. HOWARD and THOMAS E. BARRY, February, 51–60.
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INTERNATIONAL MARKETING

A Transaction Cost Analysis Model of Channel Integration in International Markets, SAUL KLEIN, GARY L. FRAZIER, and VICTOR J. ROTH, May, 196–208.
See "Channels Research"

The Influence of Message Framing and Issue Involvement, DURAIRAJ MAHESWARAN and JOAN MEYERS-LEVY, August, 361–367.
Studies examining message framing effects on persuasion have produced mixed results. Some studies show positively framed messages, which specify attributes or benefits gained by using a product, to be more persuasive than negatively framed messages, which specify attributes or benefits lost by not using a product. Reverse outcomes have been obtained in other studies. The authors explore a theoretical explanation for such findings by investigating whether differences in the degree to which people engage in detailed message processing account for the mixed results. The findings support the view that positively framed messages may be more persuasive when there is little emphasis on detailed processing, but negatively framed messages may be more persuasive when detailed processing is emphasized.

The Influence of Nonattended Material on the Processing of Advertising Claims, CHRIS JANISZEWSKI, August, 263–278.
See "Advertising and Media Research"

The Role of Experience in Information Use and Decision Making by Marketing Managers, W. STEVEN PERKINS and RAM C. RAO, February, 1–10.
See "Marketing Management"

MARKETING MANAGEMENT

Personal Communications in Marketing: An Examination of Self-Interest Contingency Relationships, JOSHUA L. WIENER, RAYMOND W. LaFORGE, and JERRY R. GOOLSBY, May, 227–231.

An experiment was conducted to examine the effect of self-interest in a personal communication situation. Self-interest was investigated as a moderator of the effects of argument strength and expertise on personal communication effectiveness. The results suggest that self-interest is an important contingency variable that can alter significantly the effectiveness of personal communication variables.

The Role of Experience in Information Use and Decision Making by Marketing Managers, W. STEVEN PERKINS and RAM C. RAO, February, 1–10.

The authors report the results of a study on the use of information and decision making by practicing marketing managers. They examine the effect of managerial experience and decision programmability on managers' information use and decisions. The results indicate that experience is an important determinant of managers' behavior for relatively unprogrammed decisions. Moreover, the effects of experience are manifested in the evaluation and use of "soft" information, amount of information used, and the decisions themselves. The authors conclude that in studying the effects of experience on managerial decisions, one must examine the steps leading to a decision; they find that experience affects the prior step in which information is acquired. To the extent experience is a proxy for expertise, the article affords insights into the key ingredients in training and modeling expert managers.

MEASUREMENT

Estimating Publication Bias in Meta-Analysis, ROLAND T. RUST, DONALD R. LEHMANN, and JOHN U. FARLEY, May, 220–226.

A central assumption of meta-analysis is that the sample of studies fairly represents all work done in the field, published and unpublished. However, if studies with "poor" results are less likely to be published, a potential publication bias is present. The authors propose a maximum likelihood approach to estimating publication bias for the situation in which censorship based on effect size may occur. An explicit hypothesis test is provided for testing whether or not censorship is present. The method also simultaneously estimates the proportion of studies censored, the threshold past which censorship is avoided, and the probability of censorship if a potential observation is under the censorship threshold. Two published meta-analyses are examined and some publication bias is found in each, but no publication bias is detected in a meta-analysis of proprietary research data.

Evaluating the Measurement Validity of Lifestyle Typologies With Qualitative Measures and Multiplicative Factoring, JOHN L. LASTOVICKA, JOHN P. MURRY, JR., and ERIC JOACHIMSTHALER, February, 11–23.

The validity of two lifestyle typologies, SRI's Values and Lifestyles system and the Lastovicka et al. Drinking-Driving typology, are examined empirically. Each typology is measured by three methods. One measurement method, characterized as "quantitative," consists of statistical modeling of responses to Likert-type items collected in structured interviews. The two other measurement methods, characterized as "qualitative," are judgmental codings of data collected from a schedule of open-ended and projective tasks conducted in face-to-face, in-home interviews. Two well-known methods, Campbell and Fiske's multimethod-multitrait approach and the analysis of covariance structures (LISREL) approach are used to examine the convergent and discriminant validity of the lifestyle typologies. In addition, Browne's class of direct product factor models is introduced and applied. In contrast to the well-known LISREL approach, direct product models assume the effects of method factors on trait factors are multiplicative instead of additive.

Event History Analysis Measures of Brand Loyalty, RICHARD E. DuWORS, JR. and GEORGE H. HAINES, JR., November, 485–493.
See "Brand Choice"

Intercoder Reliability Estimation Approaches in Marketing: A Generalizability Theory Framework for Quantitative Data, MARIE ADELE HUGHES and DENNIS E. GARRETT, May, 185–195.

A review of estimation approaches for intercoder reliability reported in articles in leading marketing journals reveals that most marketing researchers are using inadequate measures. The authors recommend that marketing researchers report dependability indices based on generalizability theory for quantitative coding systems.

On the Use of Confirmatory Measurement Models in the Analysis of Multiple-Informant Reports, AJITH KUMAR and WILLIAM R. DILLON, February, 102–111.

In applied research it is important to understand the implications of the factor analytic model used to represent the covariance structure underlying a set of observed measures. Here the focus is on the use of confirmatory measurement models in the analysis of multiple-informant reports. By effecting a variance decomposition that partitions the variation in measurements into constituent components, the authors investigate the implications of first-order and second-order confirmatory measurement models as they apply to key informant data. Among other things, the authors demonstrate that depending on the particular factor analytic specification used, trait validity and measure specificity take on different meanings and consequently affect the evaluation of the model being considered.

Robust Measures of Consumer Brand Beliefs, NEIL R. BARNARD and ANDREW S. C. EHRENBERG, November, 477–484.
See "Brand Choice"

PRICING RESEARCH

A Price Expectations Model of Customer Brand Choice, MANOHAR U. KALWANI, CHI KIN YIM, HEIKKI J. RINNE, and YOSHI SUGITA, August, 251–262.
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See "Buyer Behavior"

Manufacturer Trade Deals and Retail Price Promotions, RAJIV LAL, November, 428–444.

The author examines the phenomenon of manufacturer trade deals described as off-invoice and/or bill-backs in markets for frequently purchased consumer goods. The analysis affords a new explanation for why offering such deals may be in the best interest of manufacturers. It also provides some evidence to test the validity of the proposed theory. Though the power of the empirical tests is not strong, the results give encouragement for further data collection and more rigorous testing of the theory.

REGRESSION AND OTHER STATISTICAL TECHNIQUES

An Approach to Marketing Data Analysis: The Forced Classification Procedure of Dual Scaling, SHIZUHIKO NISHISATO and WOLFGANG GAUL, August, 354–360.
See "Scaling Methods"

Estimating Publication Bias in Meta-Analysis, ROLAND T. RUST, DONALD R. LEHMANN, and JOHN U. FARLEY, May, 220–226.
See "Measurement"

Estimating Purchase Regularity With Two Interpurchase Times, RITA D. WHEAT and DONALD G. MORRISON, February, 87–93.
See "Buyer Behavior"

Hypothesis Testing With Scanner Data: The Advantage of Bayesian Methods, GREG M. ALLENBY, November, 379–389.
See "Econometric Models"

Multiple Correspondence Analysis of Multiple Choice Experiment Data, EUGENE KACIAK and JORDAN LOUVIERE, November, 455–465.
The authors discuss the relationship between discrete choice conjoint experiments and multiple correspondence analysis. Conjoint choice experiments are viewed as incomplete contingency tables and prepared for multiple correspondence analysis together with other individual differences measures of strategic interest. The authors also discuss problems related to weighting variables for multiple correspondence analysis, particularly as they pertain to the interpretation of the solutions The use of multiple correspondence analysis of conjoint choice problems is illustrated in an application to vacation destination travel choices by a convenience sample of consumers.

SCULPTRE: A New Methodology for Deriving and Analyzing Hierarchical Product-Market Structures From Panel Data, VENKATRAM RAMASWAMY and WAYNE S. DeSARBO, November, 418–427.
A new methodology for deriving hierarchical product-market structures from disaggregate purchase data is proposed. A hierarchical product-market tree is estimated from scanner panel puchase data in a maximum likelihood framework. The derived product-market representation portrays *both* products and market segments as terminal nodes in a hierarchical tree where the "closer" a product is to a particular segment, the higher its revealed preference for that product. The hierarchical representation of products and segments as well as the composition of the market segments are derived simultaneously. An empirical application examines the descriptive and predictive validity of the methodology.

Share-Ratio Estimation of the Nested Multinomial Logit Model, GORDON G. BECHTEL, May, 232–237.
See "Econometric Models"

RESEARCH DESIGN

Adaptive Designs for Likert-Type Data: An Approach for Implementing Marketing Surveys, JAGDIP SINGH, ROY D. HOWELL, and GARY K. RHOADS, August, 304–321.
See "Sampling and Survey Methods"

SALESFORCE RESEARCH

A Longitudinal Assessment of the Impact of Selected Organizational Influences on Salespeople's Organizational Commitment During Early Employment, MARK W. JOHNSTON, A. PARASURAMAN, CHARLES M. FUTRELL, and WILLIAM C. BLACK, August, 333–344.
To examine the antecedents and consequences of the development of salespeople's organizational commitment during early employment, the authors conducted a longitudinal study. The study focused on how changes in three key antecedents (leadership behavior, role stress, and job satisfaction) influence the development of commitment and how changes in commitment, in turn, affect turnover intentions and behavior. Results suggest that role ambiguity and job satisfaction (but not leadership behavior) are significant contributors to the development of organizational commitment during early employment. The results also show that organizational commitment influences turnover through its significant impact on propensity to leave.

Adaptive Selling: Conceptualization, Measurement, and Nomological Validity, ROSANN L. SPIRO and BARTON A. WEITZ, February, 61–69.
A 16-item scale is developed to measure the degree to which salespeople practice adaptive selling—the degree to which they alter their sales presentation across and during customer interactions in response to the perceived nature of the sales situation. This paper-and-pencil scale assesses self-reports of five facets of adaptive selling: (1) recognition that different sales approaches are needed for different customers, (2) confidence in ability to use a variety of approaches, (3) confidence in ability to alter approach during an interaction, (4) collection of information to facilitate adaptation, and (5) actual use of different approaches. The reliability of the scale is .85. Support for the nomological validity of the scale is found by failure to disconfirm relationships with an antecedent (intrinsic motivation), several general personality measures of interpersonal flexibility (self-monitoring, empathy, locus of control, and androgyny), and a consequence (self-reported performance).

Client Evaluation Cues: A Comparison of Successful and Unsuccessful Salepeople, DAVID M. SZYMANSKI and GILBERT A. CHURCHILL, JR., May, 163–174
Most salespeople attempt to identify likely purchasers of a product by using evaluation cues stored in memory to classify potential customers. The authors investigate how these cues differ for successful and unsuccessful salespeople. They find that successful and unsuccessful salespeople have the same number of cues in memory, and that the two types of representatives distribute importance weights about the same across evaluation cues. Successful and unsuccessful salespeople weight many of the same cues differently, however. The standards they use to describe class members also differ for several cues, with successful salespeople generally using more stringent criteria. The authors discuss the implications of the findings and offer some directions for future research.

SAMPLING AND SURVEY METHODS

Adaptive Designs or Likert-Type Data: An Approach for Implementing Marketing Surveys, JAGDIP SINGH, ROY D. HOWELL, and GARY K. RHOADS, August, 304–321.
The authors discuss a method for implementing marketing surveys in which the questionnaire is "adapted" to the individual respondent. This approach (referred to as "adaptive design") enables the researcher to pose to the respondent only those scale items (usually a subset of the entire scale) that provide useful "information" about his or her attitude. Such adaptive designs are based on a measurement theory, the Latent Trait Theory (LTT), which has been developed largely in the areas of education and psychology. However, much previous research has focused on adaptive designs that are based on binary LTT models. The authors take the first step in examining adaptive designs for *Likert-type* data within a marketing context. Initially they discuss and evaluate the graded-response LTT model that utilizes all of the information in Likert-type items. Then,

using a simulation study, they apply the graded LTT model to implement an adaptive design for the measurement of consumer discontent. The results of the simulation suggest that an adaptive design based on the graded-response LTT performs reasonably well on several criteria. Furthermore, the findings support theoretical predictions that adaptive designs for Likert-type data can achieve measurement efficiency and precision with a substantially smaller item pool. Implications of adaptive designs for marketing researchers and practitioners, and of LTT in general, are discussed.

On the Use of Confirmatory Measurement Models in the Analysis of Multiple-Informant Reports, AJITH KUMAR and WILLIAM R. DILLION, February, 102–111.
See "Measurement"

SCALING METHODS

Adaptive Selling: Conceptualization, Measurement, and Nomological Validity, ROSANN L. SPIRO and BARTON A. WEITZ, February, 61–69.
See "Salesforce Research"

An Approach to Marketing Data Analysis: The Forced Classification Procedure of Dual Scaling, SHIZUHIKO NISHISATO and WOLFGANG GAUL, August, 354–360.

The forced classification procdure of dual scaling is presented as an alternative to the standard application of dual scaling for marketing data analysis. A numerical example from marketing research is used to illustrate some features of forced classification as a possible method for market segmentation and data analysis in general.

Robustness and Small-Sample Properties of the Estimators of Probabilistic Multidimensional Scaling (PROSCAL), B. KEMAL BÜYÜKKURT and MERAL DEMIRBAG BÜYÜKKURT, May, 139–149.

Probabilistic multidimensional scaling (MDS) models, in comparison with the deterministic ones, offer several theoretical advantages that are likely to appeal to marketing researchers. These advantages are based on asymptotic sampling theory assuming that an explicated error distribution holds true. Whether such models are perceived as practical and useful by marketing researchers, however, will depend partially on the robustness and small-sample properties of their estimators. The error underlying the judgments may very well violate the distributional assumptions, and the typical sample size in marketing applications is not likely to meet the asymptotic requirements. The authors examine the robustness and small-sample properties of PROSCAL, a probabilistic MDS algorithm based on a multivariate generalization of Thurstone's pair comparison model. The results of two extensive simulations experimentally manipulating number of subjects, number of stimuli, and type of error distribution and its variance suggest that PROSCAL estimators are robust to violations of the assumption of normality of the error term within the manipulated ranges of the parameter values. Also, goodness of recovery and dimensionality tests are fairly accurate for sample sizes as small as nine.

SEGMENTATION RESEARCH

Estimation of Latent Class Models With Heterogeneous Choice Probabilities: An Application to Market Structuring, DIPAK JAIN, FRANK M. BASS, and YU-MIN CHEN, February, 94–101.
See "Brand Choice"

Evaluating the Measurement Validity of Lifestyle Typologies With Qualitative Measures and Multiplicative Factoring, JOHN L. LASTOVICKA, JOHN P. MURRY, JR., and ERIC JOACHIMSTHALER, February, 11–23.
See "Measurement"

SCULPTRE: A New Methodology for Deriving and Analyzing Hierarchical Product-Market Structures From Panel Data, VENKATRAM RAMASWAMY and WAYNE S. DeSARBO, November, 418–427.
See "Regression and Other Statistical Techniques"

STRATEGY AND PLANNING

Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Seller Relationships, JAN B. HEIDE and GEORGE JOHN, February, 24–37.
See "Industrial Marketing"

Brand Introduction Strategies and Competitive Environments, HUBERT GATIGNON, BARTON WEITZ, and PRADEEP BANSAL, November, 390–401.

Drawing on research in marketing strategy and industrial organization economics, the authors develop a model to describe the impact of strategies for introducing a new brand, aspects of the competitve environment, and firm characteristics on the performance of new brands. They test the model for 68 new brands in the pharmaceutical industry using a nested error component model. The results indicate which factors affect brand introduction strategies in marketing.

Manufacturer Trade Deals and Retail Price Promotions, RAJIV LAL, November, 428–444.
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Personal Communications in Marketing: An Examination of Self-Interest Contingency Relationships, JOSHUA L. WIENER, RAYMOND W. LaFORGE, and JERRY R. GOOLSBY, May, 227–231.
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